

Message Text

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ACTION COME-00

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TO SECSTATE WASHDC PRIORITY 5960

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FOR COMMERCE BIC/252

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: TRADE CENTER US BICENTENNIAL PARTICIPATION

REF: 1. STATE 233809; 2. USDOC 13552

1. TRADE CENTER RECOMMENDS EXHIBITION OF PRINTING AND GRAPHIC ARTS, MARCH 16-19, 1976 AS VEHICLE AROUND WHICH COMMEMORATIVE EVENT WILL BE STAGED.

2. EMPHASIS SHOULD BE ON TECHNOLOGICAL DEVELOPMENTS WHICH HAVE ENABLED COMMUNICATIVE PROCESS VIA THE PRINTED WORD AND GRAPHICS TO REACH THE MASS PUBLIC RAPIDLY AND ECONOMICALLY.

3. STC SEES SOME VALUE IN PLAYING UP HISTORICAL TIE BUT THIS SHOULD NOT HAVE OVER-PROMINENT ROLE IN THIS BICENTENNIAL EVENT. LIMITED USE OF THEME OF EMMIGRANTS TO US CAN BE USED TO EXTENT TECHNOLOGICAL IDEAS WERE APPLIED TO GENERAL DEVELOPMENT OF PRINTING INDUSTRY.

4. RELATIVE TO PARAGRAPH THREE, STC DIRECTOR MET WITH MR. ALLAN KASTRUP (REF. 2) TO GAIN LEADS TO US FIRMS WITH STRONG SWEDISH TIES WHERE THERE HAS BEEN A KEY INFLUENCE IN US INDUSTRY DEVELOPMENT. LEADS WERE UNCOVERED BUT WILL BE RESEARCHED MORE CAREFULLY TO DETERMINE ACCURACY OF FACTS.

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5. DISCUSSIONS HAVE BEEN UNDERWAY SINCE AUGUST WITH PAO

AND LOCAL AMERICAN AIR CARRIERS FOR IDEAS AND JOINT PARTICIPATION WHICH WE WILL DEVELOP FURTHER OVER NEXT FEW MONTHS.
STRAUSZ-HUPE'

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